

# FLORICULTURE AND NURSERY PRODUCTS



The preliminary value of Hawaii's floriculture and nursery products is estimated at \$75.6 million for 2010, down 2 percent from the revised 2009 value. The downturn in the economy has continued from 2008 into 2009, negatively impacting grower sales and employee staffing levels. Other concerns were volcanic haze, adverse weather, and the high cost of farming. Some plant exporters noted restrictions on Hawaii exports have limited their sales.

## FLORICULTURE AND NURSERY PRODUCTS: Value of Grower Sales, by County, 2006-2010<sup>1</sup>

Year	Cut flowers <sup>2</sup>	Orchids <sup>3</sup>	Lei flowers	Foliage <sup>4</sup>	Potted flowering plants	All other nursery products <sup>5</sup>	Unspecified sales <sup>6</sup>	Total
1,000 dollars								
<b>State</b>								
2006	13,536	21,510	3,520	17,967	6,092	34,645	1,455	98,725
2007	12,170	21,542	4,709	20,074	6,499	41,996	1,720	108,710
2008	9,578	18,169	3,783	14,949	4,144	42,239	1,800	94,662
2009	7,248	15,880	2,558	12,143	3,972	33,463	1,550	76,814
<b>2010</b>	<b>7,139</b>	<b>15,983</b>	<b>2,487</b>	<b>10,437</b>	<b>3,914</b>	<b>34,150</b>	<b>1,500</b>	<b>75,610</b>
<b>County:</b>								
<b>Hawaii</b>								
2006	9,564	13,825	811	14,821	1,160	9,751	595	50,527
2007	7,704	14,075	656	16,197	1,153	10,687	720	51,192
2008	5,950	11,774	532	11,273	699	10,210	800	41,238
2009 <sup>7</sup>								
<b>2010<sup>7</sup></b>								
<b>Honolulu</b>								
2006	955	6,197	1,342	2,292	3,569	18,718	365	33,438
2007	952	5,922	2,507	3,201	4,413	23,200	430	40,625
2008	857	4,793	1,782	2,863	2,167	22,465	435	35,362
2009 <sup>7</sup>								
<b>2010<sup>7</sup></b>								
<b>Kauai</b>								
2006	232	496	33	341	98	1,597	140	2,937
2007	221	441	42	54	72	2,546	180	3,556
2008	226	483	37	294	73	2,641	195	3,949
2009 <sup>7</sup>								
<b>2010<sup>7</sup></b>								
<b>Maui</b>								
2006	2,785	992	1,334	513	1,265	4,579	355	11,823
2007	3,293	1,104	1,504	622	861	5,563	390	13,337
2008	2,545	1,119	1,432	519	1,205	6,923	370	14,113
2009 <sup>7</sup>								
<b>2010<sup>7</sup></b>								

<sup>1</sup> Includes only producers having total sales of \$10,000 or more.

<sup>2</sup> Cut orchids included in "Orchids" category.

<sup>3</sup> Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings.

<sup>4</sup> Includes cut, potted, and unfinished.

<sup>5</sup> Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Beginning 2010, includes dendrobium seedlings.

<sup>6</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

<sup>7</sup> County estimates not published due to staff reduction-in-force but combined and included in the State total.



# FLORICULTURE AND NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2006-2010<sup>1</sup>

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>CUT FLOWERS</b>			
<b>Anthuriums - dozens</b>			
2006	58	661	4,878
2007	56	667	4,530
2008	48	525	3,518
2009	40	449	3,120
<b>2010</b>	<b>44</b>	<b>441</b>	<b>3,397</b>
<b>Birds of Paradise - dozens</b>			
2006	31	46	352
2007	31	28	207
2008	25	25	175
2009	20	16	129
<b>2010</b>	<b>20</b>	<b>11</b>	<b>85</b>
<b>Chrysanthemums, pompon - bunches</b>			
2006	5	205	441
2007	5	201	452
2008	5	191	437
2009 <sup>3</sup>			
<b>2010<sup>3</sup></b>			
<b>Ginger, pink - dozens</b>			
2006	52	69	549
2007	46	52	431
2008	45	47	394
2009	33	42	346
<b>2010</b>	<b>36</b>	<b>46</b>	<b>316</b>
<b>Ginger, red - dozens</b>			
2006	60	135	1,059
2007	59	118	952
2008	51	105	789
2009	42	76	576
<b>2010</b>	<b>39</b>	<b>70</b>	<b>444</b>
<b>Gingers, other - dozens</b>			
2006	20	21	206
2007	19	15	139
2008	20	11	104
2009	17	8	62
<b>2010</b>	<b>17</b>	<b>10</b>	<b>90</b>
<b>Heliconias - dozens</b>			
2006	64	68	822
2007	61	67	772
2008	55	62	670
2009	45	51	631
<b>2010</b>	<b>43</b>	<b>47</b>	<b>606</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2006-2010<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Proteas - stems</b>			
2006	31	2,293	1,828
2007	30	1,932	2,098
2008	25	1,380	1,329
2009	20	1,245	1,374
<b>2010</b>	<b>20</b>	<b>1,199</b>	<b>1,278</b>
<b>Other cut flowers - dozens</b>			
2006	38	NA	3,401
2007	46	NA	2,589
2008	51	NA	2,162
2009	27	NA	1,010
<b>2010</b>	<b>27</b>	<b>NA</b>	<b>923</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut</b>			
2006	8	356	261
2007	10	407	243
2008	7	200	222
2009	9	210	226
<b>2010</b>	<b>7</b>	<b>172</b>	<b>212</b>
<b>Dendrobiums, cut - dozens</b>			
2006	43	309	2,481
2007	36	303	2,260
2008	38	280	2,170
2009	31	203	1,660
<b>2010</b>	<b>32</b>	<b>195</b>	<b>1,531</b>
<b>Oncidiinae, cut<sup>4</sup> - dozens</b>			
2006	26	59	630
2007	20	48	535
2008	19	49	530
2009	15	29	348
<b>2010</b>	<b>22</b>	<b>33</b>	<b>393</b>
<b>Other cut orchids<sup>5</sup> - dozens</b>			
2006	15	NA	721
2007	15	NA	727
2008	22	NA	298
2009	15	NA	317
<b>2010</b>	<b>17</b>	<b>NA</b>	<b>374</b>

See footnotes at end of table.

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## FLORICULTURE AND NURSERY PRODUCTS

### FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2006-2010<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Dendrobiums, potted</b>			
2006	73	984	5,540
2007	60	911	5,092
2008	61	753	4,111
2009	59	632	3,577
<b>2010</b>	<b>58</b>	<b>611</b>	<b>3,556</b>
<b>Dendrobiums, seedlings<sup>6</sup></b>			
2006	9	NA	60
2007	7	NA	343
2008	10	NA	353
2009	4	NA	333
<b>2010<sup>7</sup></b>			
<b>Oncidiinae, potted<sup>4</sup></b>			
2006	37	222	1,310
2007	44	521	3,673
2008	43	402	3,087
2009 <sup>3</sup>			
<b>2010<sup>3</sup></b>			
<b>Phalaenopsis, potted</b>			
2006	23	90	752
2007	19	139	1,029
2008	23	119	945
2009	26	129	955
<b>2010</b>	<b>23</b>	<b>157</b>	<b>1,119</b>
<b>Other potted orchids</b>			
2006	78	1,615	9,755
2007	63	1,428	7,640
2008	62	1,090	6,453
2009	71	1,187	8,464
<b>2010</b>	<b>80</b>	<b>1,258</b>	<b>8,798</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2006-2010<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>FOLIAGE</b>			
<b>Dracaena, potted</b>			
2006	26	NA	5,540
2007	29	NA	6,010
2008	26	NA	3,919
2009	23	NA	2,516
<b>2010</b>	<b>19</b>	<b>NA</b>	<b>2,683</b>
<b>Palms, potted</b>			
2006	49	NA	8,309
2007	39	NA	8,698
2008	35	NA	6,635
2009	30	NA	5,126
<b>2010</b>	<b>31</b>	<b>NA</b>	<b>3,755</b>
<b>Hanging baskets, potted</b>			
2006	15	NA	110
2007	11	NA	132
2008	10	NA	69
2009	10	NA	96
<b>2010</b>	<b>11</b>	<b>NA</b>	<b>81</b>
<b>Other potted foliage</b>			
2006	29	NA	2,170
2007	32	NA	3,763
2008	28	NA	3,443
2009	40	NA	3,257
<b>2010</b>	<b>25</b>	<b>NA</b>	<b>2,845</b>
<b>Ti leaves, cut - leaves</b>			
2006	45	6,400	704
2007	35	3,800	387
2008	41	3,300	316
2009	36	2,400	241
<b>2010</b>	<b>38</b>	<b>3,600</b>	<b>349</b>
<b>Other cut greens</b>			
2006	44	NA	530
2007	40	NA	547
2008	40	NA	421
2009	26	NA	314
<b>2010</b>	<b>28</b>	<b>NA</b>	<b>333</b>
<b>Unfinished foliage stock</b>			
2006	10	NA	604
2007	9	NA	537
2008	6	NA	146
2009	14	NA	593
<b>2010</b>	<b>5</b>	<b>NA</b>	<b>391</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2006-2010 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>LEI/INDIVIDUAL BLOOMS</b>			
<b>Dendrobiums - blooms</b>			
2006	23	14,900	535
2007	20	8,500	282
2008	22	9,700	328
2009	16	7,000	238
<b>2010</b>	<b>19</b>	<b>6,700</b>	<b>221</b>
<b>Pikake - strands</b>			
2006	6	56.0	160
2007	5	65.0	183
2008	5	56.0	167
2009 <sup>3</sup>			
<b>2010 <sup>3</sup></b>			
<b>Plumerias - blooms</b>			
2006	15	13,200	397
2007	15	12,800	566
2008	11	9,500	400
2009	9	6,100	285
<b>2010</b>	<b>11</b>	<b>5,700</b>	<b>301</b>
<b>Vandaceous <sup>8</sup> - blooms</b>			
2006	5	10,800	423
2007	4	7,400	331
2008 <sup>3</sup>			
2009 <sup>3</sup>			
<b>2010 <sup>3</sup></b>			
<b>Other lei/individual - blooms</b>			
2006	NA	NA	2,005
2007	NA	NA	3,347
2008	NA	NA	2,888
2009	NA	NA	2,035
<b>2010</b>	<b>NA</b>	<b>NA</b>	<b>1,965</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2006-2010<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>POTTED FLOWERING PLANTS</b>			
<b>Anthuriums</b>			
2006	19	110	500
2007	13	101	379
2008	15	27	204
2009	16	34	298
<b>2010</b>	<b>15</b>	<b>34</b>	<b>280</b>
<b>Bromeliads</b>			
2006	11	140	648
2007	9	191	818
2008	10	45	279
2009	7	40	250
<b>2010</b>	<b>10</b>	<b>48</b>	<b>295</b>
<b>Poinsettias</b>			
2006	30	329	1,560
2007	20	291	1,306
2008	19	270	1,376
2009	21	303	1,414
<b>2010</b>	<b>18</b>	<b>301</b>	<b>1,411</b>
<b>Other potted flowering plants</b>			
2006	28	NA	3,384
2007	27	NA	3,996
2008	30	NA	2,285
2009	30	NA	2,010
<b>2010</b>	<b>24</b>	<b>NA</b>	<b>1,928</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>Impatiens, New Guinea</b>			
2006	10	162	292
2007	8	111	155
2008	8	106	165
2009	9	106	182
<b>2010</b>	<b>7</b>	<b>98</b>	<b>161</b>
<b>Impatiens, other</b>			
2006	11	254	146
2007	8	203	114
2008	6	116	61
2009	9	208	115
<b>2010</b>	<b>6</b>	<b>193</b>	<b>103</b>
<b>Other bedding/garden</b>			
2006	25	NA	2,828
2007	19	NA	3,130
2008	24	NA	2,640
2009	19	NA	2,591
<b>2010</b>	<b>17</b>	<b>NA</b>	<b>2,675</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2006-2010 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>PLANT RENTALS</b>			
2006	42	NA	5,199
2007	43	NA	6,830
2008	56	NA	5,943
2009	39	NA	5,279
<b>2010</b>	<b>45</b>	<b>NA</b>	<b>5,052</b>
<b>LANDSCAPE PLANT MATERIAL <sup>9</sup></b>			
2006	138		20,813
2007	164		27,660
2008	163		29,112
2009	119		22,318
<b>2010</b>	<b>129</b>		<b>22,648</b>
<b>OTHER NURSERY PRODUCTS <sup>10</sup></b>			
2006			5,367
2007			4,107
2008			4,318
2009			2,978
<b>2010</b>			<b>3,511</b>
<b>UNSPECIFIED SALES <sup>11</sup></b>			
2006			1,455
2007			1,720
2008			1,800
2009			1,550
<b>2010</b>			<b>1,500</b>
<b>TOTAL</b>			
2006	930		98,725
2007	1,060		108,710
2008	1,025		94,662
2009	1,010		76,814
<b>2010</b>	<b>970</b>		<b>75,610</b>

NA = Not available.

<sup>1</sup> Includes only producers having total sales of \$10,000 or more.

<sup>2</sup> Number of farms having sales during that year; "Total" is unduplicated count.

<sup>3</sup> Data not shown separately to avoid disclosure of individual operations but combined and included with "Other" category in each section.

<sup>4</sup> Prior to 2007, formerly called Oncidium.

<sup>5</sup> Includes cattleyas, vandaceous, phalaenopsis, and others.

<sup>6</sup> Includes community pots, liners, tissue culture flasks, plugs, etc.

<sup>7</sup> Data not shown separately to avoid disclosure of individual operations but combined and included with "Other Nursery Products".

<sup>8</sup> Prior to 2007, formerly called Vanda, Miss Joaquim.

<sup>9</sup> Includes broadleaf and coniferous evergreens, deciduous and flower trees, palms, and citrus, fruit and nut trees, and sod. Does not include palms or potted foliage for indoor or patio use, bedding and garden plants, propagative floriculture material, and items which are included in published categories.

<sup>10</sup> Includes other flowers or nursery products not elsewhere classified.

<sup>11</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms and Growing Area, by County, 2006-2010

Year	Farms	Greenhouse <sup>1</sup>	Artificial shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>		<i>----- Acres -----</i>	
<b>State</b>					
2006	930	2,190	25,410	3,430	4,064
2007	1,060	2,020	25,015	3,755	4,376
2008	1,025	2,120	23,570	2,580	3,170
2009	1,010	1,930	24,615	2,170	2,780
<b>2010</b>	<b>970</b>	<b>1,860</b>	<b>21,925</b>	<b>2,000</b>	<b>2,545</b>
<b>County:</b>					
<b>Hawaii</b>					
2006	415	1,450	20,165	2,085	2,581
2007	475	1,435	19,805	2,200	2,688
2008	465	1,520	18,100	1,080	1,530
2009 <sup>2</sup>					
<b>2010<sup>2</sup></b>					
<b>Honolulu</b>					
2006	250	255	3,980	610	707
2007	285	140	4,215	695	795
2008	270	165	4,270	600	700
2009 <sup>2</sup>					
<b>2010<sup>2</sup></b>					
<b>Kauai</b>					
2006	75	205	530	215	232
2007	90	90	505	220	234
2008	90	155	500	240	255
2009 <sup>2</sup>					
<b>2010<sup>2</sup></b>					
<b>Maui</b>					
2006	190	280	735	520	544
2007	210	355	490	640	659
2008	200	280	700	660	685
2009 <sup>2</sup>					
<b>2010<sup>2</sup></b>					

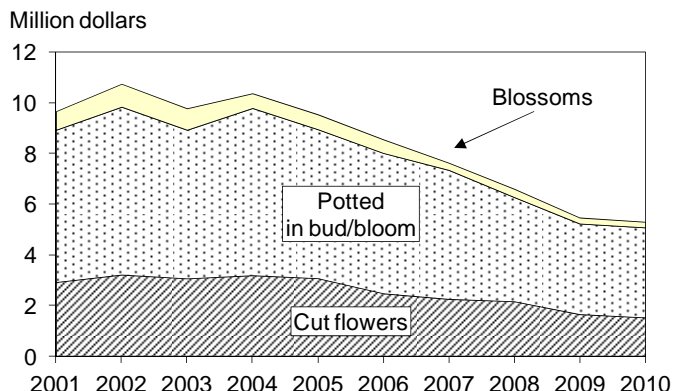
<sup>1</sup> Glass or glass substitute structure.

<sup>2</sup> County estimates not published due to staff reduction-in-force but combined and included in the State total.



## FLORICULTURE AND NURSERY PRODUCTS

### DENDROBIUMS: Value of Sales, State of Hawaii, 2001-2010 <sup>1</sup>



<sup>1</sup> Includes only producers with total sales of \$10,000 or more.

### DENDROBIUM ORCHIDS: Sales and Value, State of Hawaii, 2006-2010 <sup>1</sup>

Year	Individual blossoms		Cut flowers <sup>2</sup>		Potted in bud/bloom		Seedlings <sup>3</sup>		Total value
	Number sold	Value	Number sold	Value	Number sold	Value	Number sold	Value	
	<i>Million blooms</i>	<i>1,000 dollars</i>	<i>1,000 dozens</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>----- 1,000 dollars -----</i>	
2006	14.9	535	309	2,481	984	5,540	10	60	8,616
2007	8.5	282	303	2,260	911	5,092	NA	343	7,977
2008	9.7	328	280	2,170	753	4,111	NA	353	6,962
2009	7.0	238	203	1,660	632	3,577	NA	333	5,808
<b>2010</b>	<b>6.7</b>	<b>221</b>	<b>195</b>	<b>1,531</b>	<b>611</b>	<b>3,556</b>	<b>NA</b>	<b>4</b>	<b>5,308</b>

NA = Not Available.

<sup>1</sup> Includes only producers with total sales of \$10,000 or more.

<sup>2</sup> Prior to 2007, formerly called cut sprays.

<sup>3</sup> Prior to 2007, formerly called community pots. Includes community pots, liners, tissue culture flasks, plugs, etc.

<sup>4</sup> Data not shown separately to avoid disclosure of individual operations.

### DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of Farms and Production Area, State of Hawaii, 2006-2010 <sup>1</sup>

Year	Farms		Production area		Total
	Cut flowers <sup>2</sup>	Potted in bud/bloom	Cut flowers <sup>2</sup>	Potted in bud/bloom	
	<i>----- Number -----</i>		<i>----- 1,000 square feet -----</i>		
2006	43	73	2,550	2,395	4,945
2007	36	60	2,390	2,640	5,030
2008	38	61	2,415	2,500	4,915
2009	31	59	2,345	2,290	4,635
<b>2010</b>	<b>32</b>	<b>58</b>	<b>2,100</b>	<b>1,970</b>	<b>4,070</b>

<sup>1</sup> Includes only producers with \$10,000 or more in total sales.

<sup>2</sup> Prior to 2007, formerly called cut sprays.

# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Out-of-State Sales, State of Hawaii, 2006-2010<sup>1</sup>

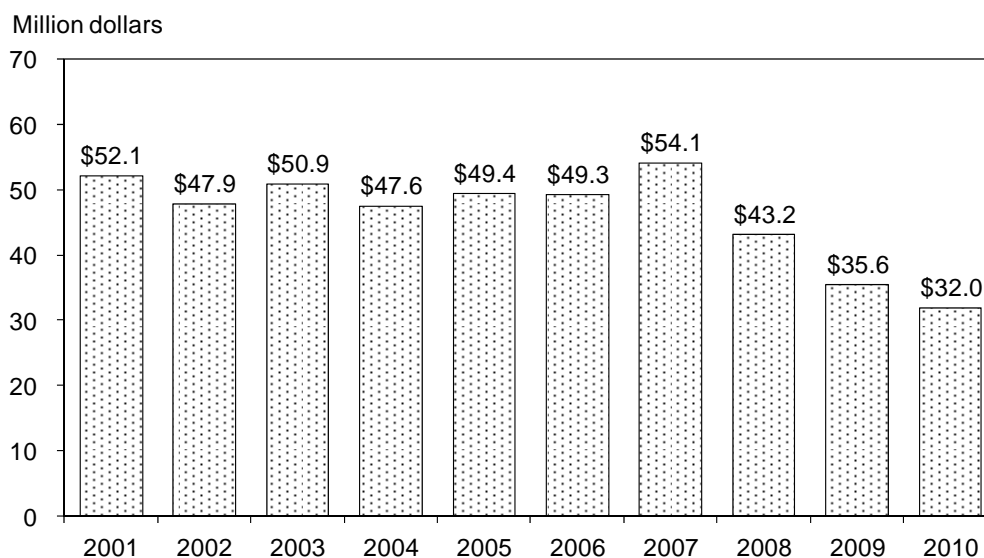
Commodity	2006	2007	2008	2009	2010
<i>1,000 dollars</i>					
<b>CUT FLOWERS</b>					
Anthuriums	6,935	6,905	5,800	4,720	<b>4,540</b>
Birds of Paradise	510	390	370	310	<b>260</b>
Ginger, red	620	520	510	400	<b>320</b>
Gingers, other	550	510	470	500	<b>500</b>
Heliconias	1,100	1,100	1,000	900	<b>900</b>
Proteas	1,900	2,040	1,500	1,500	<b>1,400</b>
Mixed assortment of cut flowers	3,020	3,910	3,890	3,000	<b>2,000</b>
<b>ORCHIDS</b>					
Cymbidiums, cut	135	140	125	160	<b>180</b>
Dendrobiums, cut	3,100	3,200	3,100	2,500	<b>2,400</b>
Oncidiinae, cut <sup>2</sup>	580	485	680	470	<b>530</b>
Dendrobiums, potted	3,760	3,100	1,900	1,800	<b>1,600</b>
Oncidiinae, potted <sup>2</sup>	1,250	2,920	3,720	<sup>3</sup>	<sup>3</sup>
Phalaenopsis, potted	480	325	400	580	<b>400</b>
Other potted orchids	9,285	7,975	5,765	6,660	<b>6,380</b>
<b>FOLIAGE</b>					
Foliage, potted	11,600	14,000	9,400	7,700	<b>7,200</b>
Ti leaves, cut	700	500	500	370	<b>400</b>
Other cut greens	1,400	1,400	1,300	1,100	<b>1,000</b>
<b>ALL OTHER FLOWERS AND NURSERY PRODUCTS</b>					
	2,400	4,700	2,800	2,900	<b>2,000</b>
<b>Total</b>	<b>49,325</b>	<b>54,120</b>	<b>43,230</b>	<b>35,570</b>	<b>32,010</b>

<sup>1</sup> Based on F.O.B. island value. Includes both wholesale and retail sales. Does not include sales of cut flowers, potted plants, leis, etc., purchased within the State and hand carried out.

<sup>2</sup> Prior to 2007, formerly called Oncidium.

<sup>3</sup> Combined with other potted orchids.

## FLORICULTURE & NURSERY PRODUCTS: Out-of-State Sales, State of Hawaii, 2001-2010<sup>1</sup>



<sup>1</sup> Includes wholesale and retail sales.